

Position: Brand Coordinator**Reports to: Vice President, Marketing & Communications****Status: Exempt****Date: Jan. 5, 2021****Position Summary:**

The Colorado Springs Chamber & EDC is the largest economic development, chamber of commerce, and business advocacy organization in southern Colorado. We work with industry leaders, educational institutions, military personnel, government, and community agencies and a wide array of community professionals dedicated to developing economic prosperity for our region.

The Chamber & EDC is seeking a **brand coordinator**, a unique hybrid role, specializing in graphic design with responsibilities in marketing and communications support plus event planning and logistics.

The brand coordinator is responsible for creating and maintaining the company's brand aesthetics, internally and externally. The creative graphic design talents of the individual in this role will be applied to digital advertisements, marketing materials, membership sales and retention documents, trade show materials, and web graphics. The candidate will support the marketing and communications team on functions such as advertising, social media, and website management. The candidate will also support planning an execution of Signature Events, including event branding, promotion, vendor management, and coordinating logistics.

Essential Duties and Responsibilities include the following:

- Create collateral, infographics, logos, and other designs using software or by hand
- Follow corporate brand guidelines
- Work with marcom team to produce final design
- Ensure final graphics and layouts are visually appealing and on-brand
- Support membership and events staff through identification of opportunities and creation of communications that contribute to membership recruitment and retention, and event promotion and participation
- Help maintain the Chamber & EDC's website, microsites, and social media networks through creation or curation of content and photo/video assets, as well as evaluate effectiveness via regular analysis and reporting
- Help procure, organize, and maintain departmental photo and video assets
- Support planning and execution of Signature Events with attention to financial and time constraints
- Book venues and schedule speakers
- Research vendors (catering, decorators, musicians etc.) and choose the best combination of quality and cost
- Negotiate with vendors to achieve the most favorable terms
- Attend Chamber & EDC functions as required

Required Knowledge, Skills and Abilities:

- 1-2 years proven graphic designing experience
- A strong portfolio of illustrations or other graphics
- Familiarity with design software and technologies (such as Adobe Creative Suite and Wordpress)
- Excellent communication skills
- Excellent organizational and project management skills and ability to meet deadlines
- Capable of simultaneously managing multiple projects with different deadlines
- Ability to multi-task, work independently, and adapt to change
- Understanding of social media platforms
- Bachelor's degree marketing, graphic design, or related field preferred